



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Assignee's Docket No.: 7741.00 )  
Group Art Unit: 2162 )  
Serial No.: 09/495,759 )  
Examiner: John L. Young )  
Filing Date: February 1, 2000 )  
Title: Method and Apparatus for )  
Advertising Over a )  
Communications Network )

CERTIFICATE OF MAILING

I CERTIFY THAT THIS DOCUMENT IS ADDRESSED  
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JULY 2, 2002

GREGORY A. WELTE

AMENDMENT

Honorable Commissioner of Patents and Trademarks  
Washington, DC 20231

Sir:

IN THE CLAIMS

Please add the following claims:

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a' 13. Method according to claim 1, wherein the role models  
incorporated into the interactive advertising displays are  
anthropomorphic in appearance.

14. Apparatus according to claim 7, wherein the role models  
incorporated into the interactive advertising displays are  
anthropomorphic in appearance.

REMARKS

This Request is submitted in response to the Office Action